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FREDERICK LOESER &amp; CO.

BROOKLYN ADVERTISEMENTS.

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FREDERICK LOESER &amp; CO.

17c. for 21c. to 39c.  
Writing Paper.

A lot of 2,000 boxes just received. The papers are bond, cambric, linen, organdie, vellum and satin, in colors cream, white, azure, violet, blue, steel grey and rose; in the most desirable sizes. Each box contains 24 sheets and 24 envelopes. Main floor. None sent C. O. D.

# Frederick Loeser & Co.

BROOKLYN.

Anderson's Black Perca-  
line, 15c.

The Usual Price Is 25c.

A lining of more than ordinary merit; but you know its worth. Anderson stamped on every yard. We offer it to-morrow at 15c. per yard.

Rare Offer of Women's  
Shoes.

\$2.49 for Real \$3.50, \$4.50 and \$5.50 Kinds.

There are three styles of these shoes, which we are closing out. Our famous Innovation Shoe takes their places. But all the same, they are ideal lace walking shoes for Autumn. Black Russia Calf, and Black Russia Calf is one of the most fashionable leathers this season. Very durable and easily polished. Made on the newest lasts, comfortable, full round toes, medium extension soles and military heels. All sizes and all widths. The largest shoe value for \$2.49 you have seen in a decade.

## News for the Baby.

Some of the following must be among your wants—the prices are lowest:

AT 49c. REGULARLY 79c.—Infants' longslips of soft nainsook, with embroidered ruffle at neck to form yoke.  
AT 39c. REGULARLY 49c. AND 59c.—An assortment of children's muslin drawers, some with deep ruffs, others with embroidered edge or hem-stitched ruffles.  
AT 49c. REGULARLY 79c. AND 98c.—Children's short dresses of nainsook; yoke style, some with embroidery insertion, and others with hem-stitching.  
AT 98c. REGULARLY \$1.29.—Short dresses of fine nainsook or lawn, some long waisted French effects; others with lace edged ruffle.  
AT \$3.98 AND \$4.98, REGULARLY \$4.50 AND \$5.98.—Infants' long coats of Bedford cord and fancy weaves, with small capes, braid trimmed, others with deep cape effects. Second floor.

## Bags and Purses.

19c. to 98c., Regl. 25c. to \$1.50.

A list of saving mentions from this most complete leather goods store:

AT 79c. INSTEAD OF \$1.00.—Steel bead bags, large size, suede back, inside change pocket, and finished with fringe.  
AT 98c. INSTEAD OF \$1.50.—All seal Chateaux bags with outside pocket, inside change pocket, chamois lined and covered frame.  
AT 49c. INSTEAD OF 75c.—Steel and jet beaded purses, with nickel frame.  
AT 19c. INSTEAD OF 25c.—Fine combination pocketbooks, made in black and colored grain leather, some having double change compartment.

## Black and Colored Dress Goods.

Our First Autumn Opening With No Equal.

Most Notable Price and Quality Advantages.

The first showing of the new black and colored dress fabrics, of greater moment to the seekers of correct styles for the coming season than ever. All indications point to a larger demand for high quality dress fabrics than ever before because of the increasing demand for exclusiveness and individuality in gowns to be worn. Our last year's opening was the talk of the surrounding country—it became history. Our efforts this year far exceed the past in every particular, quality, quantity, assortment, prices. Of vast interest to the costumer as well as the private individual, for the display really shows you in a practical and unequalled way the fashionable goods that are to be worn this autumn and winter. It is true that this is not a so called bargain sale, because the new is its most interesting feature, and yet it is a fact that every yard of fabric offered at the sale has been so well bought that the prices are away below the market, in fact, will be startling to the trade.

We want you to be the first to really see the new—to get a glimpse of the progress of the Loeser Dress Goods Store—to reap some of the lasting advantages—we have made prices a key by which you may unlock a treasure house of best things ever shown in the dress goods business.

**\$1.25 Zibelines at 59c. Yard.**

Navy grounds with black zibeline stripes, black with black, red with black bars, grey with black bars, 42 inches wide and worth \$1.25 yard, here at 59c. yard.

**85c. Black Canvas Cheviot at 49c.**

1,800 yards 50-inch black canvas cheviot, full fall weight, with the stylish cheviot finish; all wool, of course, and suitable for full gowns or unlined separate skirts, full 85c. value at 49c.

**\$1.10 Black and White Stripes, 59c.**

50-inch, heavy, black and white, single and double hair line stripes, wool, every thread; suitable for unlined skirts or full costumes, thousands of pieces have been sold for \$1.10, here to-morrow at 59c. yard.

**\$1.25 for \$1.75 to \$2.50 Black Broadcloth.**

This is a lot of very fine French and American broadcloths with an unusually lustrous satin finish, the richest blacks possible, and from 52 to 55 inches wide, at \$1.25 instead of \$1.75 to \$2.50 per yard.

**60c. to 75c. Mixtures, 39c.**

These goods are absolutely all wool and measure from 42 to 45 inches wide; included in the assortment are chevots and serges in mixtures of navy, brown, tan, green, light medium and dark oxford, and are regularly retailed from 60c. to 75c. yard, there are 4,000 yards, here to-morrow at 39c. yard.

**75c. Black Cheviot, 59c.**

3,000 yards 50-inch jet black all-wool chevots, a standard 75c. quality everywhere; the above quality to-morrow at 59c. yard.

**85c. to \$1.25 Fabrics at 59c. Yard.**

2,900 yards in this lot, every fabric of the finest wool, the weaves are the most desirable, such as basket, canvas, prunellas, diagonals, cords, and chevots, all in the best mixtures of green, brown, tan, navy, garnet, cadet, oxford medium and silver greys; widths are from 45 to 50 inches and made to sell for 85c. to \$1.25 yard, here to-morrow at 59c. yard.

## Black Dress Taffeta Silk

At 59c. Instead of 98c. Per Yard.

WEAR GUARANTEED woven on the edge. The weaving is not as smooth as it should be—hardly noticeable, however, and besides, the best quality and character are there. We have bought them to sell to-morrow only at 59c. per yard, which is below cost of production—23 inches wide, very bright, strong, and the most for the money ever offered in taffetas.

Economical House  
Dresses.

Two very good values in house dresses that will appeal to any woman who wants something economical yet tastefully made.

AT 79c. INSTEAD OF 98c.—House dresses of percale, in light blue and pink, and black and white stripes, also dark grounds with white dots and figures, blouse effect, with three rows of white braid.

AT 98c. INSTEAD OF \$1.25.—House dresses of fine grade percale, in pink, light blue, and black and white effect, yoke effect, trimmed with fancy braid.

## Women's Neckwear.

Bewitching Kinds and Prices.

Neck Ruffs will be more in fashion this year than ever before. So says our buyer, who has just returned from abroad. These are new, and so are the prices.

AT \$1.29, REGULAR \$1.98—Black Liberty Silk Ruffs, with full ends.

AT \$1.59, REGULAR \$2.25—Black Net Ruffs, with full ruche and handsome ends, trimmed with fine black; also black and white ribbons.

AT 10c., REGULAR 25c.—White Embroidered Turnover Collars, all new shapes; just arrived from St. Gall, Switzerland.

## Piano Selling That Makes History.

April 7th, just five months ago, we opened our piano warerooms, and declared our principles in the announcement reproduced herewith:

A Great Piano Business Evolution.

The Opening of a Matchless Store—4th Floor.

The Best Collection of Pianos Ever Shown.

Headed by the Knabe, the King of Instruments.

Four weeks ago we announced the addition of the Piano Business to our already enlarged warerooms, and our show rooms are now open on the 4th floor. It is not a venture that we have made in a night, but we have been months laying the basis upon which a superstructure of business will be built. We are sure that this will be a credit to our city as well as a benefit to the people. We have entered this business with the assurance that there is a demand for the best of pianos, and we are determined to supply it. In a word, the LOESER plan of merchandising is being applied to pianos. You can absolutely depend on finding in our stock Pianos of the very highest grades, as well as dependable Pianos of the medium or cheaper grades, at equitable prices and on liberal terms without meeting the old-time mysterious and bewildering methods. Not all this in any way interferes with the artistic or sentimental side of the question. The artistic standard will be strictly maintained, as evidenced by the list of celebrated pianos we present as leaders. As we have said, this enterprise has not grown in a moment, we have carefully studied it—we have grappled with the question on all sides—we have obtained the best assistance to be had—we have covered the whole field of piano making and piano success, and have had the opportunity of the choice of the best. Our selections have been made with the conscientious conviction that your best interests are going to be served. The choice of the dealer was necessarily all important. We selected the KNABE, because we really and honestly believe it to be the best. After months of conference we secured the sole right to sell the great Piano in Brooklyn and vicinity, and no greater compliment could be paid to our standing and the character of our Piano Business than the fact that we are able to present to you the KNABE. With the same patience, judgment and care we settled on the other grades of Pianos, so that we present the following commanding list: THE KNABE, BEHR BROS. & CO., THE STARR PIANO, THE SMITH & BARNES PIANO, and THE RICHMOND PIANO.

The individuality and distinctive qualities of these superior Pianos are KNOWN THE WORLD OVER. Our method of sale will be such as prevail for all our merchandise. The prices based on the lowest actual cash value will be marked in plain figures. If you want time we will act as your banker and charge you simple interest for the accommodation.

If you have an old instrument to apply on a new one, we will take it at its actual selling value.

If you are the owner of a satisfactory Piano we will keep it in tune for you at reasonable cost. We are also equipped for all kinds of repairing, and everything appertaining to the Piano business.

In short, an undertaking not to unsettle the trade, but by our system and business methods to enlarge the distribution of music's greatest instrument of interpretation, and in doing so increase the scope of this great store's usefulness and benefit to the public of Brooklyn.

We have Pianos from \$175.00 to the finest made.

We are also selling agents for the celebrated PIANOLA.

Our five months' experience in the Piano business has given us the most gratifying results and shows conclusively that our principles applied to Piano selling are correct and just what the people of Greater New York have been waiting for; we say Greater New York because a satisfactory percentage of our piano business comes from Manhattan, and, for that matter, from remote sections. For instance, Texas, Tennessee, and various points in Pennsylvania, New Jersey, New York, Connecticut, Rhode Island, to all of which we have shipped Pianos.

The volume of our Piano business to date has greatly exceeded our expectations. We attribute this success, first, to the matchless line of Pianos that has been entrusted to our care; second, the strict maintenance of the policy outlined above; third, the confidence reposed in the house of Loeser by the public.

We wish now to reaffirm our opening announcement and also to say that we have made valuable additions to the line of Pianos, which now stands as follows: Knabe, Behr Bros., Starr, Smith & Barnes, Richmond, Heller, Schuler, Howard, Roca & Son.

With the additions noted the total of this line of Pianos, either in quality or assortment, does not exist in any piano wareroom in Greater New York. Persons interested in Pianos and others are cordially invited to visit our warerooms, fourth floor.

Women's Dresses &  
Tailor Mades.

The New, With Two Price Cuts.

The bests of the advance styles of women's dresses and tailor made suits are fast treading on each other's heels as they daily arrive. And just because it's never too early to see the fashion that is to be, we are first to look out for your interests by displaying the creations from the foremost workers—exclusive things full of ideas. Our collection of walking skirts is the best we have ever had—strictly men tailored and the nearest approach to custom made. These two items are price-inducing enough to bring you here to see the new.

AT \$25.00—Tailor made suit of the new weave cheviot, jacket is the new blouse, with two capes over shoulder, trimmed with fancy braid and silk ornaments, taffeta lined; skirt is the new effect, made over taffeta silk drop.

AT \$2.98, USUAL \$9.98—Walking skirts, perfect shape and workmanship; made from choice mixtures, in the wearable weight; they have the box-plaited effect and are in the ordinary way a \$9.98 value, at \$2.98.

Photograph Frames  
Under Cost.

We told of a lot of these frames a couple of weeks ago—they went with the first telling. Now we have secured another lot of beautiful Florentine photograph frames, cabinet size, ovals and squares; regularly 39c., at 25c.

## Loeser Sewing Machines.

In the Basement.

All the up-to-date and improved features that a high grade machine should possess. And we quote a price for this machine that is within the reach of all purses. The Loeser guarantee for 5 years goes with each machine, and we will send a competent instructor to your home, free of charge.

3 drawer, box top, \$10.98

3 " drop head, \$12.50

3 " box top, \$14.98

3 " drop head, \$15.98

5 " " " \$16.98

Better and finer grades, \$18.98, \$21.50, \$22.98.

The Newest of Women's  
Waists.

And Lower Prices Than Making.

Our showing of the new waists is the handsomest of its kind. Brooklyn women have pronounced it as such. There are waists of all the newest Autumn materials, descriptions of which cannot be put in cold type on account of their attractiveness.

AT \$1.39, REGULARLY \$1.79.—Women's flannel waists in tan, light blue, reseda, green, rose, white and navy blue; made with 3 tailor stitched tucks each side, with small velvet buttons.

AT 98c., REGULARLY \$1.25.—Women's black mercerized satin waists, with tucked yoke and stitched bands with small buttons.

AT \$1.98, REGULARLY \$2.98.—Women's French flannel waists, with yoke of fine space tucking and 3 rows of embroidery silk bow knots; in cardinal, white, navy blue, light blue, tan and green. Other styles in this lot with tailor stitched bands and velvet medallions.

**White Waists at Clearing Prices.**

We are clearing up all of our Women's white lawn waists, some of them have been slightly soiled from handling. These are values that were from \$1.49 to \$4.98; are now 98c., \$1.49 and \$1.98.

## Merchant Tailoring.

Suits at \$25.00, Usually \$35.00.

The man who wants high-class custom work, but doesn't want to pay the exclusive high priced tailor's price, can get the very thing he's after from our merchant tailoring department, and he gets exclusiveness, too. Hand-made and nothing but hand-made in our tailor shop—expert tailors who are familiar with the best custom workmanship only employed. Expert cutters who thoroughly understand their branch of the business are here at your command.

We have a splendid range of woolsens for your choosing. Newest patterns, newest colorings, made up to your measure, at \$25.00 a suit. Leave your order with us now and have the suit when you are ready for it; besides, early choosing is always the best.

Lace Curtains, Portieres, Tapestries  
Below the Cost to Make.

When making our preparations for showing the new upholstery goods we have also made preparations to make it doubly to your interest to be the first to see the new by some prices that have never been equalled at this time of the year. For instance:

White Irish point lace curtains—

\$3.35	for regular values up to \$5.00 per pair.
4.25	" " " " " 7.00 "
5.45	" " " " " 8.75 "
7.45	" " " " " 12.00 "

Real Arabian lace curtains at \$6.75, \$9.75, \$14.50 and \$19.75 per pair, which means less than makers' best prices.

White Nottingham lace curtains, 85c., \$1.45, \$1.98, per pair, regular \$1.25, \$2.00 and \$2.75 per pair.

Real Renaissance bed sets, with large Renaissance centre piece, in spread and roll piece, at  $\frac{1}{2}$  to  $\frac{3}{4}$  regular prices. Each set packed in box for presents. Now, \$5.50, \$7.50, \$8.50, \$9.75 and \$12.50 per set.

**Splendid Remnants at a Fraction.**

200 lengths of silk damask, tapestry, brocatelles, reps, etc., at less than  $\frac{1}{2}$  regular prices— $\frac{3}{4}$  to 7 yards in each length. Now, 29c., 75c., 98c. and \$1.50 per yard, regular 65c., \$1.50, \$2.50 and \$3.50 per yard.

Silk finished mercerized portieres in exclusive patterns. Special prices, \$5.75, \$6.95, \$7.95, \$8.75 and \$12.50 per pair. 1 lot double faced mercerized portieres, \$8.75 per pair, regular value \$12.50 per pair.

## Oriental Rugs That Court Attention

Marvels of Beauty at Matchless Prices.

Here are treasures of art from the Orient that display the very highest types of exclusive rug weaving—real marvels of color and design, and at prices actually lower than they can be imported for. The collection will command the attention of art lovers anywhere. They are new and to be seen first on Monday. The event is made all the more interesting and advantageous by reducing many of the prices of our choicest rugs in stock to meet those of the special purchase.

This will be found one of the most important opportunities of this great home outfitting sale. The prices given below indicate the general savings on the sale.

Shirvan rugs \$13.50 Shirvan rugs \$17.00

These rugs are all in fine condition and are popular selling sizes, averaging about 3 $\frac{1}{2}$  x 5 feet. In addition, 35 fine Persian carpets, as follows:

9.11x13.11	at \$110.00, regular \$167.00
13.5 x 15.7	" \$167.00, " \$255.00
8.10x10.8	" \$75.00, " \$93.00
11.1 x 9.3	" \$82.00, " \$105.00
11.1 x 13.6	" \$120.00, " \$175.00

The balance of the lot show prices something like these. There are other lots of smaller rugs ranging from \$7.50 up, including one dozen choice silk rugs at \$72.50 each.